PROPOSAL FOR EVALUATING THE VIRGINIA SLIMS LIGHTS TEST MARKETS

BACKGROUND

A lower tar Virginia Slims line extension will be entering test market in the beginning of July, 1979. Virginia Slims Lights will be available in a soft pack in Denver and Indianapolis, and in a crush proof box ("purse pack") in Jacksonville and Portland, Maine. In order to track the brand's progress, the following research projects are recommended.

I AWARENESS, ATTITUDE & USAGE

An awareness, attitude and usage study would be conducted in the test markets. The research would consist of three waves. The first would be conducted in early June (and would serve as a benchmark wave), and the second and third would follow at two and four month intervals, after advertising begins.

In each wave, telephone screenings would be undertaken in each of the four test markets to obtain a representative sample of female smokers. Qualifiers would be questioned to determine unaided and aided brand and advertising awareness, trial and share.

In addition to ascertaining the specific advertising recall, smokers aware of Virginia Slims Lights would be questioned to obtain opinion of tar and taste levels.

The sample size suggested is 300 women smokers per market for a total of 1,200 per wave.

II DISTRIBUTION CHECKS

Three distribution checks would be conducted in each of the four test markets. The first would be conducted in mid to late June, and the second and third would follow at two and four month intervals.

For each wave and in each market "checks" would be conducted on Thursday and Friday of the appropriate week in 100 outlets. The type of stores checked will be proportioned to match the distribution of outlets by trade class.

The following data will be reported for both Virginia Slims and Virginia Slims Lights:

- -- Carton racks: Number of facings, number of cartons.
- -- Pack racks: Number of packs
- -- Displays: Types, location and number of packs or cartons in each.

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